

# **Business Insights - EDA Report**

## **South America Leads in Sales**

South America stands out as the region with the highest sales, contributing significantly to the overall revenue. This region shows a strong demand for various products, indicating a growing consumer market. The large customer base and evolving purchasing trends in South America have created an opportunity for businesses to focus on expanding their presence in this region. By analyzing this sales data, businesses can strategically target the South American market, enhance marketing efforts, and optimize product offerings to further capture this segment's potential for growth.

## **Books Are High in Sales, Clothing Least, but Clothing Preferred in Asia**

Books have emerged as the highest-selling product category, reflecting a significant demand for educational or entertainment-related content. On the other hand, clothing sales are the least among all categories, suggesting that this sector could be underperforming or facing strong competition. However, a key insight is that Asia has shown a preference for clothing, with a notable increase in clothing sales within this region. This highlights the importance of tailoring product offerings to specific regional preferences and suggests that the clothing market may require targeted strategies to boost sales.

## **Jan 2024 Had the Highest Sales, With Regional Peaks in Nov and Apr**

January 2024 witnessed the highest overall sales, signaling a strong start to the year. Regionally, South America experienced an extreme sales peak in November 2024, outperforming other regions significantly. This peak suggests that businesses in South America should focus on seasonal marketing campaigns around this time. In April 2024, North America had the highest sales, highlighting the importance of understanding regional buying patterns and aligning business strategies with these fluctuations. Recognizing these trends allows for more targeted promotions and inventory management, ensuring the business is well-prepared for high-sales months.

## **Active Wear Smart Watch is the Most Bought Product, with September 6, 2024, Marking the Highest Sales**

The Active Wear Smart Watch is identified as the most frequently purchased product, suggesting a growing consumer interest in fitness-related technology. This insight could guide businesses to invest in expanding the smart wearable category. Furthermore, September 6, 2024, stands out as the date with the highest sales, potentially due to special promotions or a seasonal spike in demand. This date could serve as a benchmark for future marketing campaigns or product launches, as businesses can capitalize on this period to replicate its success through targeted promotions or exclusive offers.

### **Top 5 Most Frequent Customers**

The top five customers who have made the most purchases are:

Customer C0156: 11 transactions

Customer C0109: 11 transactions

Customer C0175: 10 transactions

Customer C0141: 10 transactions

Customer C0065: 10 transactions

These customers demonstrate high engagement with the brand, making them valuable for loyalty programs or targeted marketing strategies. By identifying frequent buyers, businesses can enhance customer retention strategies, offer personalized promotions, and foster stronger customer relationships. These customers represent an opportunity for businesses to increase sales through personalized marketing and special offers to retain their loyalty.